



*Put the Dot Foods  
NPL\* Tool Kit to work  
on your next product launch!*



*\* New Product Launch*

# ***Nail it!***

## ***Dot has all the tools you need for a successful new product launch!***

### ***Kellogg's Gets Broader Distribution Fast!***

Over the past few years, Kellogg's Food Away from Home has utilized many of the tools in the Dot NPL to expand their reach to all distributors. With Telesales, banner ads, promotional offers, and sampling, Dot was able to increase Kellogg's volume 11% in one year and over \$2 million in volume in over two years to targeted distributors. These results have shown these services to be both economical and impactful!





*How do your new product launches measure up?*

If you're like most of our suppliers, you probably get so focused on the nuts and bolts of your new product that you neglect planning in an area that offers **immediate volume opportunities!**

That's why we've built a handy suite of tools to help make your product launch even more successful. The Dot NPL Tool Kit is a simple, easy-to-implement, **cost-effective way to give your new product launch an extra boost.**

**Build your business with a trusted partner...Dot Foods!**

New product launches are vital to the continued growth of your business. They require huge amounts of time, toil and, of course, money. When you're rolling out your new product, you don't trust the packaging, advertising and promotion budget to just any agency, right? You go

with a proven partner who gives you confidence that results are just around the corner.

At Dot, we believe you should offer the same consideration to your distribution partner. **When it comes to redistribution, Dot's got the biggest hammer of them all!**

Dot Foods is America's leading food redistributor. In fact, **we purchase and warehouse more than 80,000 products from over 500 food industry manufacturers!** We then consolidate those products and deliver in LTL quantities to over 3,500 **distributors in all 50 states on a weekly basis.** All this is done by Dot employees and our own fleet of multi-temperature trucks. Simply put, Dot can ensure **nationwide distribution for your new product—virtually overnight!**

Let Dot help you *socket* to the competition with our national redistribution network!

## ***Drilling down into the Dot Difference***

As one of our Supplier Partners, you get lots of **features and benefits** with the Dot NPL Tool Kit:

<b>Feature</b>	<b>Benefit</b>
All your products are available to over 3,500 distributors with Dot's short lead times, frequent deliveries and no individual product line minimums.	<i>Increase Market Share</i>
Dot helps manufacturers cut their "total supply chain cost" of reaching LTL customers by reducing paperwork and high cost, small volume shipments.	<i>Profitably serve LTL customers</i>
Dot concentrates on promoting manufacturer brands	<i>Continue to strengthen your brands</i>
New items are available at initial launch to all distributors within 2-4 days lead time and as little as one case on their regular order.	<i>Successfully launch new products</i>
Over 100 Dot inside and outside sales reps work side-by-side with manufacturers to target distributors that Dot can help service and sell your products.	<i>Extend your sales and marketing teams</i>
Dot allows manufacturers to focus on their core competencies. We take over the ordering and distribution process to free up your reps to sell more.	<i>Reduce expenses</i>

# A closer look at the Dot NPL Tool Kit

The Dot NPL Tool Kit will not only help you **build brand awareness**, but it will also help you effectively **sell new cases to a nationwide customer base** the first week your item(s) are available!

The program can encompass all segments of your business—reaching distributors, brokers, direct reps, and groups — all while **cutting your overall costs and effectively growing your business!**

Here's a closer look at the seven key tools used in our program:

- **Instant Dot Website Access:** Leverage Dot's simple convenient way to promote your product to more than 4,200 users! Simply give us your new item information and we'll set up all the new items in our system. All new items can be viewed by distributors, your brokers, and/or direct reps within 24 hours on DotExpressway.com. More than 4,200 users of all sizes use the Dot Expressway to search new items. With over 1.5 million hits per month, your new items will receive optimal exposure!
- **Risk-free Trial:** Eliminate barriers to the sale by giving distributors a no-risk opportunity to sell your new product! We will stock your item(s) in advance of the launch to ensure product availability the first day! The new item(s) will be stocked for the first 90 days of the launch, which is great news to your direct reps/brokers. Dot customers can order as little as one case on their regular order with a 2-4 day lead-time nationwide! Ordering as little as one case will help avoid customer overstocks and/or returns! There are no barriers for distributors to add the item(s) to their next Dot order. All orders are based on combined total order weight.
- **Awareness Building Promotions:** Promote your new product to its distribution chain through the Dot Expressway website (which gets more than 1.5 million hits per month!), targeted mailings, e-mail blasts, Dot Phone on Hold, Dot Expressway banner ads, broker/direct rep communications and much more!
- **Sample Express:** Streamline sampling with Dot's easy-to-use Sample Express service for all channel partners! Since we stock your new item(s) at the beginning of your launch, we can meet all your needs for sample distribution. Samples can be sent out in full cases or inner packs to virtually any address through *Sample Express*. This program allows food manufacturers to ship samples — using a single, simple web-based system. Dot offers 3 routes; Fed Ex (route 1), shipments via Dot truck to distributors (route 2), and shipments direct to broker offices (route 3). Whatever the route, Sample Express

## ***Nestle Relies on Dot to Launch New Concepts***

According to Nestle Senior National Account Manager Steve Kobylczyk, Dot's NPL Program has become a strategic component to every Nestle new product launch. Steve says, "Dot's ability to auto-ship new product samples to our brokers prior to the launch date has accelerated new product sales. Dot's ability to reach more than 3,500 distributors nationwide provides the access we need to successfully launch new concepts to the industry."



transforms the laborious manual process of ordering samples into a user-friendly service for all channel partners. You'll receive an electronic invoice every 4 weeks with exact costs, product information, who placed the order, shipping address, etc. We also offer telephone follow up on all samples sent to verify that distributors/operators received it! The *Sample Express* program offers a solution to any size shipment with any type of lead-time. You set minimum and maximum order parameters and the reporting allows you to closely manage all costs associated with the sample supply chain, right down to each territory!

- **Telesales:** Promote sampling and early product orders! Let Dot's trained telecenter staff call distributors on your behalf to prompt sampling and gain early orders on your new product! We will customize a new item(s) telesales effort with a call list you provide and/or our database of 3,500 distributors. We can provide a complete sales and distribution package for new items. And when you use Sample Express, we will send

samples to a distributor via Fed Ex and/or Dot truck. Monthly orders/samples reports are provided.

- **Training:** Provide training tools like CDs or websites and we'll make sure our team is well-equipped to sell your new items. Think of Dot as an extension of your sales force! Learning the features and benefits of the products and tasting them are always effective!
- **Special Pricing Incentives:** Let Dot coordinate the introduction and implementation of additional pricing incentives that gain your product even more attention! Let Dot help you implement added incentives to promote sales on your new item. We can easily add distributor off-invoice promotions in our system. Plus, we can e-mail flyers to distributors on billback promotions. Exclusive e-mail promotions can also be offered to over 4,200 distributor buyers.

We think you will agree that this is the finest complete turnkey solution for your next new item launch. Imagine, all the tools you need to successfully launch your new product to more than 3,500 customers nationwide!

The Dot NPL Tool Kit lets you drive promotional power to support your new product launch!

To learn more, call your Dot Marketing Manager today at **(217) 773-4411**.

<b>Features</b>	
Sample Express	100cs per new sku will be the minimum. Costs will vary per option available (FedEx, via Dot truck, via common carrier).  For more details, go to our website at <a href="http://www.dotfoods.com">www.dotfoods.com</a> . Click on our services, then suppliers, click programs, and then Sample Express
Telesales	Total cost for an NPL is \$5,000 or \$33.33 per call for 150 calls. Optional follow-up calls at \$33.33/each up to a maximum of 20 calls.
Awareness Building Promotions	<ul style="list-style-type: none"> <li>• FREE banner ad on Dot Expressway</li> <li>• FREE Phone on Hold</li> <li>• FREE targeted mailings</li> <li>• FREE new item announcement on Dot Foods website</li> <li>• FREE new item announcements to brokers/direct reps</li> </ul>
Training	FREE - You pay only shipping charges to send samples or training materials to Dot sales force
Special Pricing Incentives	FREE targeted mailing – you pay only cost of price incentives

### ***Kraft Foodservice adds 26 new distribution points in just 30 days!***

When Kraft Foodservice enlisted Dot to get them into hard-to-reach distributors, Dot delivered big! With sampling and telesales support, Dot was able to get Kraft Foodservice into 26 new distributors in just 30 days!



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